

VIEW Report

9/30/2016 12:46PM

Est # 971301

Columbia, SC Jul16 C-DMA Nielsen Live+1



Client: POL/SC-USH5/MULVANEY/R

Buyer:

Advertiser:

Product:

Sched Dates: 09/26/16 - 10/09/16

Lengths: 30

Dayparts: RT

AE: Mike Whitaker

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Email: mike.whitaker@twcable.com

All-Wks Avrg

| | | Notes | Rate \$\$.00 | Unit/ Wk | Unit Tot | DP Code | Src | Start Date | End Date | Wk 1 - Wk 2 | | | | | | Wk 1 9/26 '16 | Wk 2 10/3 '16 |
|-------|--|-------|--------------|-------------|-------------|------------|-----|---------------|-------------|---------------|-----|------|--------|-------|------|------------------|------------------|
| | | | | | | | | | | Households | | | | | | | |
| | | | | | | | | | | Prog Name | Rtg | Imp | CPP \$ | Rch % | Freq | | |
| | Columbia, SC Jul16 C-DMA Nielsen Live+1 | | \$992.00 | | 32 | | | | | | 1.1 | 7632 | \$28 | 21.1% | 1.7 | 8 | 24 |
| | 9630, CBSU - Sumter | | \$992.00 | | 32 | | | | | | 1.1 | 7632 | \$28 | 21.1% | 1.7 | 8 | 24 |
| | FXNC-TV | | \$992.00 | | 32 | | | | | | 1.1 | 7632 | \$28 | 21.1% | 1.7 | 8 | 24 |
| | M-Su 5a-10a | | \$23.00 | 1 | 2 | RT | TP | 10/2/16 | 10/2/16 | VARIOUS | 0.9 | 201 | \$26 | 1.8% | 1.0 | 2 | |
| | M-Su 10a-6p | | \$23.00 | 2 | 4 | RT | TP | 10/2/16 | 10/2/16 | VARIOUS | 0.9 | 189 | \$26 | 3.3% | 1.1 | 4 | |
| | M-Su 6p-12m | | \$55.00 | 1 | 2 | RT | TP | 10/2/16 | 10/2/16 | AVG. ALL WKS< | 1.7 | 375 | \$32 | 3.4% | 1.0 | 2 | |
| | M-Su 5a-10a | | \$23.00 | 3 | 6 | RT | TP | 10/3/16 | | VARIOUS | 0.9 | 201 | \$26 | 5.0% | 1.1 | | 6 |
| | M-Su 10a-6p | | \$23.00 | 6 | 12 | RT | TP | 10/3/16 | | VARIOUS | 0.9 | 189 | \$26 | 8.3% | 1.3 | | 12 |
| | M-Su 6p-12m | | \$55.00 | 3 | 6 | RT | TP | 10/3/16 | | AVG. ALL WKS< | 1.7 | 375 | \$32 | 9.3% | 1.1 | | 6 |
| Total | | | \$992.00 | | 32 | | | | | | 1.1 | 7632 | \$28 | 21.1% | 1.7 | 8 | 24 |

Broadcast Month Costs - Grand Total

| Month | Gross Cost | Total Units |
|---------|------------|-------------|
| 10/2016 | \$992 | 32 |
| Total | \$992 | 32 |

| Market Summary | Wk 1 - Wk 2 | | | | | | |
|---|-------------|----------|------|------|-------|------|--|
| | Households | | | | | | |
| | Tot \$ | Unit Tot | CPP | GRP | Rch % | Freq | |
| Columbia, SC Jul16 C-DMA Nielsen Live+1 | \$992 | 32 | \$28 | 35.2 | 21.1% | 1.7 | |
| Total | \$992 | 32 | \$28 | 35.2 | 21.1% | 1.7 | |

This report has been prepared using STRATA NuMath research.

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.
Columbia, SC Jul16 C-DMA Nielsen Live+1
Cable Zones: TIME WARNER CABLE, CBSU - Sumter

Source Field Codes:

TP – Time Period

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